

COOPERATIVE EXTENSION SERVICE

Statement of Purpose

North Carolina Cooperative Extension - Catawba County Center is a cooperative educational agency sponsored jointly by the United States Department of Agriculture, North Carolina State University, North Carolina A&T State University, and Catawba County. It provides Catawba County citizens with scientifically based information and informal educational opportunities focused on local needs and issues in four major areas: Agricultural and Natural Resources, Family and Consumer education, 4-H and Youth, and Community and Rural Development.

Outcomes

Life Skills

1. Nine hundred (900) youth will gain knowledge and skills to enable them to make healthier lifestyle choices as a result of participating in LifeSkills, Camp Challenge, and other health related programs offered through 4-H. Changes in knowledge will be measured using a pre and post-test with students, and teacher and parent evaluations.
2. Two-hundred fifty (250) youth participating in volunteer-led 4-H clubs will improve their life skills in oral and written communication, citizenship, and leadership as a result of participation in life skill building programs offered through North Carolina and Catawba County 4-H. Skill improvement will be measured using a written survey distributed to 4-H families, leaders, and successful completion of life skills development 4-H activities such as project work, presentations, and serving in leadership roles.

K-12 Academic Achievement

3. One thousand (1,000) youth will increase their understanding of science and improve critical thinking and analytical skills as a result of participating in 4-H Science, Technology, Engineering, and Math (STEM) programs offered through school enrichment, during the after-school setting, or as part of summer programs. Programs are designed to complement the North Carolina science curriculum competencies. Improvement in skills will be measured using evaluations sent to parents and school-age child care providers.

Profitable and Sustainable Agriculture Systems

4. Ninety-five (95) green industry professionals in the nursery, greenhouse and landscape business will receive professional training from North Carolina Cooperative Extension (NCCE) throughout the year and be encouraged to adopt and use practices associated with Best Management Practices (BMP), ornamental plant selection, innovative production practices, Integrated Pest Management (IPM), alternatives to conventional

practices, and environmentally sound practices related to protection of water quality. Evaluations will be based on implementation of practices adopted and implemented, client self-report and participation in workshops. Those practices related to IPM and BMPs will impact the amount of pesticides applied to the environment in Catawba County and will create an awareness among green industry professionals and employees on being better environmental stewards.

5. Two hundred fifty (250) beef and forage producers will increase their knowledge and implement one or more management practices that will improve farm profitability in Fiscal Year 2008/09:
 - a. Improved decision-making in feed purchasing and utilization that will result in lower feed expenses and/or higher production goals for the farm enterprise.
 - b. Improved marketing methods for feeder calves and replacement heifers. A special heifer development program will be launched to help producers find low-cost options for raising replacement heifers.
 - c. Utilization of alternative purchasing methods for farm inputs (group purchasing programs).
 - d. Thirty (30) youth will be targeted with educational events through the 4-H livestock program to include livestock judging, skill-a-thon, and live animal projects.
6. Twelve (12) farmers and area farm market managers with limited knowledge or experience in using computers and/or accounting software will become more efficient in their bookkeeping efforts through a 2-day hands-on *QuickBooks* training. They will increase their level of comfort and understanding of computers, adopt new bookkeeping practices and save money. Evaluation will be based on individual participation, informal feedback, adoption of improved record keeping and business management practices, and economic impacts.
7. Thirty (30) Hmong farmers will develop improved skills in farm production methods, experience with growing new crops, and exposure to advanced farming technology. This outcome will be accomplished through participation in an eight-session Grower's School, field demonstrations, mentoring and technical assistance for individual farmers, and a creation of a Hmong farmers collaborative with strong ties to supporting agencies, such as Cooperative Extension and United States Department of Agriculture (USDA). The measurement of success will include participant surveys, personal success stories and one-on-one contact.
8. Twenty-five (25) dairy and other farmers will potentially maximize farm profitability and demonstrate improved knowledge through implementation of one or more of the following farm management practices:
 - a. Animal waste and fertilizer management

- b. Soil and plant tissue sampling
- c. Soil conservation practices
- d. Forage/feed analysis
- e. Proper manure application equipment calibration
- f. Record keeping
- g. Maintenance of animal waste operator certification

Evaluations will be based on participation in meetings, workshops, one-on-one assistance, field days, informal feedback, adoption of improved record keeping and business management practices, success stories, and economic impacts.

9. Twenty-five (25) field and forage crops producers will learn about and adopt technology and management practices to improve farm profitability in one of the following areas
 - a. Efficient use of crop nutrients and soil fertility,
 - b. Improved decision-making in variety selection, or
 - c. Increased understanding of and application of crop protection tools and/or improved marketing decisions.

Achievement will be determined by individual success stories and follow-up surveys.

Local Food Systems

10. One hundred (100) farmers and farmer markets who sell directly to consumers will expand their knowledge and resources to market their products more effectively by participating in the Foothills Fresh marketing initiative, attending the Putting Small Acreage to Work conference, and investigating other emerging marketing opportunities. Data gathered from participation in meetings, workshops, and one-on-one assistance will be analyzed to determine success.
11. One thousand (1,000) citizens will be educated on the availability of locally produced foods, the nutritional value of eating locally grown produce and meats, the ease of procurement, and the economic benefits of purchasing direct from the farmer. This outcome will be met through marketing and advertising efforts, workshops, meetings, and local farm tours. Results will be measured by evaluation of data collected at these events.

Leadership Development

12. Twenty (20) high school students will improve their skills and gain knowledge to address social problems, issues, and challenges through leadership and volunteerism as a result of their participation in the Catawba County Youth Council. Program progress will be measured through successful completion of local citizenship and community service programs, meeting requirements for chartering as a North Carolina Youth Council, and evaluations completed by students.

Healthy Eating, Physical Activity, and Chronic Disease Risk Reduction

13. Two hundred (200) adults and children will enhance their ability to make healthy food choices and increase physical activity as a result of Cooperative Extension programming in collaboration with Catawba County Health Partners, Catawba County Public Health, Catawba Valley Medical Center's HealthFirst Center, Catawba County Wellness Committee, Catawba County Schools, Catawba County Breast Cancer Coalition, and others. Achievement will be measured by client-reported success stories, written evaluation tools, and other evidence of practice adoption.

Parenting and Caregiver Skills

14. Fifty (50) child care providers will participate in educational workshops to increase their knowledge and skills to lead to safer, more nurturing, appropriate environments for pre-school children. Evaluation will be based on number of participants, number of credits awarded, and client reports of changes made as a result of NCCE programs or resources.
15. One hundred (100) participants will increase their knowledge and skills, and improve self efficiency in being a caregiver of chronically ill or disabled older adult friends or relatives. Measures of progress will include number of individuals attending programs on family caregiving for older adults or other special need adults and number of individuals who gain new strategies for self-care while caring for others. Data will be collected from pre-post surveys and anecdotal evidence.

Family Financial Management Skills

16. Fifty (50) Catawba County residents will increase their knowledge and skills in goal setting, budgeting, and record keeping (basic money management). Impact will be indicated by the number of individuals reporting improved financial status due to adoption of practices and skills learned in NCCE workshops. Evaluation will be obtained by instructor observation and client self report.

Energy Conservation

17. One hundred (100) Catawba County residents will increase their knowledge and use of energy conservation strategies and alternative energy sources through educational programming offered by NCCE. Evaluation will be based on written assessments provided by participants and evidence of implementation.

Natural Resources Conservation

18. Two hundred fifty (250) residents of Catawba County will gain an increased awareness of litter issues and effective solutions to problems caused by improper solid waste management through educational programming, workshops and events offered by Cooperative Extension and other relevant agencies including Keep Catawba

County Beautiful. These efforts will help combat litter in the County contributing to a better quality of life for the citizens and enhance the potential for economic development. Evaluation will be based on written evaluation and anecdotal evidence.

19. Twenty-five (25) Catawba County residents will adopt one or more new or improved waste management practices such as composting and recycling as a result of educational opportunities provided by Cooperative Extension and other agencies concerned with proper solid waste management. Composting and recycling are simple ways citizens can be proactive and reduce the amount of waste sent to the Landfill. Additionally, byproducts of composting are free sources of organic matter that can be used in the landscape thereby saving money. Achievement will be tracked through success stories reported by clients, written evaluation, and evidence of practice adoption.

Urban and Consumer Agriculture

20. Two thousand five hundred (2,500) citizens will show increased knowledge and awareness of proper plant selection, plant management, and/or pest management practices in residential and community landscapes. This outcome will be met through plant clinics, workshops, and individual consultations. Evaluation will be based on contact data, pre/post testing of workshop participants and follow-up surveys.
21. One hundred fifty (150) horse owners will increase their knowledge of horse management by participation in programs on weed control and pasture management on horse farms, farm management, disease control and prevention, horse evaluation/selection, and horse waste management. Results will be measured by formal surveys of program participants, individual success stories and demonstrated achievement by youth in the 4-H horse program.
22. Twenty-five (25) individuals will adopt one or more environmentally sensitive landscaping practices as a result of participating in Cooperative Extension educational programs such as *Carolina Yards and Neighborhoods*. Implementing appropriate watering, fertilizing and soil erosion prevention skills will reduce the potential negative impacts of landscaping practices on the environment by decreasing soil and water runoff through the landscape thereby minimizing the chance of contamination from soil and water movement. Evaluation will be measured by success stories reported by clients, follow-up surveys, and evidence of practice adoption.
23. Fifty (50) residents of Catawba County will gain knowledge of effective practices to conserve and protect ground and surface water as a result of educational programming provided by Cooperative Extension. Educational programming topics may include *Carolina Yards and Neighbors*, Rain Gardens, Rain Barrels, and other water conservation methods. Changes in climate and rainfall amounts necessitate water conservation and increases the need to keep the limited supply available in the best quality for our use

and for the environment. Progress will be measured by surveys of participant knowledge increase and intent to implement one of more practices.

Administrative

24. Administrative staff will provide twelve (12) mini trainings in the area of Information Technology programs and equipment to staff members. The training will increase understanding and use of the programs and equipment that Catawba County provides employees. Success will be measured by written testimonies and/or visual projects completed by staff who attend the trainings.
25. Administrative staff will conduct ergonomic evaluation of office setups for Extension staff based on Catawba County Risk Management guidelines and correct as needed. Written information to improve work posture to reduce aches, strains and repetitive motion injuries during the work schedule will be provided. The measurement of success will be determined by personal testimonials and follow-up after training and/or changes are introduced.

Cooperative Extension Services

Reinventing Department

Organization: 310050

	2006/07 Actual	2007/08 Current	2008/09 Requested	2008/09 Approved	Percent Change
Revenues					
Federal	\$0	\$0	\$19,269	\$19,269	0%
Local	22,355	0	27,611	27,611	0%
General Fund	276,836	302,138	263,153	263,153	-13%
Total	\$299,191	\$302,138	\$310,033	\$310,033	3%
Expenses					
Personal Services	\$230,040	\$243,695	\$237,665	\$237,665	-2%
Supplies & Operations	69,151	58,443	72,368	72,368	24%
Capital	0	0	0	0	0%
Total	\$299,191	\$302,138	\$310,033	\$310,033	3%
Employees					
Permanent	7.50	7.50	7.80	7.80	4%
Hourly	0.50	0.50	0.00	0.00	0%
Total	8.00	8.00	7.80	7.80	-3%

Fiscal Year 2006/07 Outcome Achievements

Total Outcomes	Achieved	Partially Achieved	Not Achieved	Success Rate
22	22	0	0	95.5%

Budget Highlights

Cooperative Extension has incorporated new outcome categories that were identified by the State of North Carolina and Catawba County citizens.

Performance Measurement

Fiscal Year 2008/09

The Fiscal Year 2008/09 brings a change to the layout of the Catawba County Cooperative Extension outcomes. The State of North Carolina has changed its objectives for the Cooperative Extension service for this upcoming year. The Catawba County Cooperative Extension took the new state objectives and incorporated them into outcome areas that were also identified as being important in a public scan of Catawba County citizens in the summer of 2007.

The new State objectives and public scan information will be used in the Fiscal Year 2008/09 outcomes as category headlines. The following are the category headlines:

- Life Skills
- K-12 Academic Achievement
- Profitable and Sustainable Agriculture Systems
- Local Food Systems
- Leadership Development
- Healthy Eating, Physical Activity, and Chronic Disease Risk Reduction

- Parenting and Caregiver Skills
- Family Financial Management Skills
- Energy Conservation
- Natural Resources Conservation
- Urban and Consumer Agriculture

The new category headlines, although new, will incorporate well with the objectives that Catawba County Cooperative Extension is currently working towards and will not cause it to alter services.

Fiscal Year 2007/08

During Fiscal Year 2007/08, Environment and Natural Resources and Keep Catawba County Beautiful continued to work on programs and attending events in an effort to inform the public about litter issues in Catawba County. The following is an example of a program Environment and Natural Resources taught and an event they attended:

- Environment and Natural Resources educated twenty five (25) homeowners, business owners, or public managers about litter issues and effective solutions to problems caused by improper solid waste management through educational programming.
- Environment and Natural Resources attended Go Hickory Day at the Hickory Library. At the event, County staff gave out literature about littering and recycling.

Again in fiscal year 2008/09, the Catawba County Cooperative Extension will collaborate with Keep Catawba County Beautiful to increase the awareness of litter issues and teach effective solutions to problems caused by improper solid waste management. The increased awareness and teaching will help contribute to a better quality of life for Catawba County citizens and enhance the potential for economic development.

Fiscal Year 2006/07

In the area of Family and Consumer education during Fiscal Year 2006/07, outcomes focused on financial skills for at risk citizens, the development of positive interpersonal relationships, increasing the safety and health of working and living environments. Here are some examples of the accomplishments that were achieved by Family and Consumer Sciences:

- Workshops were provided covering financial management, home maintenance and care to three hundred and two (302) individuals.
- Food safety training was provided to three hundred thirty six (336) people working within the food services industry.

In Fiscal Year 2007/08, Family and Consumer Sciences continued to collaborate with other County departments and other organizations (e.g. Catawba County Health Partners) to enhance healthy food choices and increase physical activity of County citizens. This training included a

workshop called “Perfect Pantry” that increased the knowledge of over a hundred people on healthy food choices, which included demonstrations on planning, shopping, preparing, and eating healthy meals at home.